

CONSUMER REPORTS

PUBLISHED BY CONSUMERS UNION, MOUNT VERNON, N. Y. 10550 / A N

*If ever you feel
you're being "had"
...welcome:*

LIGHT BULBS

The Best Buy isn't the best known

AEROSOL PAINTS

New gadget gets even spray

COLLISION INSURANCE

Save your money

CARPET UNDERLAYS

A word of caution

AUTOMOBILE TIRES

More air makes them last 15% longer

BACON

Your Best Buy is—an import!

GLASS IN SEAFOOD

Test first, sue later

SEE INSIDE



"I'd sure hate to be in our creditors' shoes *this* month!"

Cartoon from a magazine that, in other respects, is dead serious: **Consumer Reports**, the non-profit journal that's concerned exclusively with saving you money on everything you buy. This letter offers you a rare chance to subscribe at considerable savings, and in the bargain, to acquire a valuable book, **FREE**.

Dear Consumer:

If you pride yourself on prudent management of household finances ... but if the first of the month, nevertheless, always seems darker than the other 29 or 30 days ... welcome to

CONSUMER REPORTS

... a unique magazine dedicated to helping you get the most out of every dollar you spend. A monthly magazine, timely as tomorrow's newest products. And a non-profit magazine, beholden to no one.

Consumer Reports calls spades spades, names names, lets chips fall where they may (and do.) Anyone past the age of buying penny candy knows not to expect the picture on the package to be a replica of what's inside... not to depend on the number of servings described on the label...not to expect a bargain just because of a "cents off" claim on the package... not to count on finding anything really new in the package boasting "New!" in big type, or even "New! New!"

But it takes a lawyer, for example, to figure out what a guarantee really covers. A research chemist to determine whether "additives" make any difference. An automotive engineer to help you decide between those two handsome cars, Ford's Mustang and Chevrolet's Corvair. A mathematician

to figure out exactly how much food you're getting for your money.

(In a recent California test, five women were given a shopping list of 14 common items, taken to a typical supermarket, and told to choose the packages that offered the largest quantity for the lowest price.

Although all women were college graduates and experienced shoppers, only 36 of the total 70 choices were correct. The reason? The 14 items were displayed in 246 different packages. (Plain white rice alone was packed 14 different ways!)

Consumer Reports is your lawyer, your chemist, your engineer, your mathematician and then some. Because it refuses all advertising (the where-withal for testing and reporting comes strictly from readers), the magazine is free to report to you with total candor --

-- to serve as your watchdog in supermarkets, department stores, discount houses, drugstores, automobile showrooms, gas stations, wherever cash registers gulp up your money.

Consumer Reports conducts tests on samples of brands and models bought by its shoppers on the open market at retail prices. Skilled and impartial engineers, chemists and technicians submit these products to rigorous tests, then rate models according to quality based on performance, convenience, durability, safety.

The results are reported to you by product name each month in handsomely illustrated articles, succinctly written and organized in a way that lets you decide which products are likely to be the best to buy.

You learn about features to look for when you go to the store. What to ask of the salesman. How much you should be paying. The best time to buy. How to understand financing methods and charges.

Buying suggestions, brand recommendations, product news, budgeting ideas, household and do-it-yourself tips -- Newsweek Magazine calls Consumer Reports "probably the magazine with the most decisive word on the quality of products." And small wonder. Consider these recent disclosures:

Bacon. As much as 55¢ of your 70¢ pound may be waste. Consumer Reports testers found that one of the best buys is an import.

Collision insurance. If you can afford to gamble the present market value of your car, Consumer Reports says don't buy this insurance. First, the odds of not having a collision are heavily in your favor. Second,

uninsured collision losses over \$100.00, moreover, are tax-deductible; collision insurance premiums are not.

Light bulbs. Consumer Reports tests show that from the standpoint of overall light output, one brand seems as good as another. From a price standpoint, however, the Best Buy is not GE, Westinghouse or Sylvania but Ward's Stylehouse -- at the current catalog price, 6 for 90¢ plus shipping.

Carpet underlays. Consumer Reports warns that the one with the luxurious feel won't necessarily protect your carpet best. For longer carpet life, you'll be wise to consider the traditional felt underlay in one of its forms.

Automobile tires. Consumer Reports tests on major brands show that increasing inflation pressure from 24 to 29 pounds boosts the life of tires by an average of 15%.

A handy gadget for aerosol paint spraying. Consumer Reports suggests a helpful device for getting an even looking spray job -- a handle that clamps onto the can, may be used again and again, at a very low cost.

Glass in canned seafood. Consumer Reports publicizes FDA advice that before you go out on a limb and sue the manufacturer, soak the chips of "glass" in warm vinegar. If they dissolve, it's not glass but a harmless crystalline substance called struvite that forms in the canning process.

Consumer Reports is organized around your shopping year. Before you start out to do Christmas shopping, you receive a special issue that highlights Best Buys. When the new cars make their appearance, a special issue rates models and compares performances and prices.

And your subscription begins with the most popular issue of all -- the 1966 Buying Guide that's often called

THE "SHOPPER'S BIBLE"

This 448-page handbook describes and rates more than 2,500 different products by brand name. Compare its recommendations against the brands you're now using. Consult it before making major new purchases. Take it along whenever you shop -- it covers everything from cameras to cap removers, television sets to toothbrushes, dishwashers to diapers.

If the hosannahs of Madison Avenue bring out the infidel in you, the time to send in the enclosed card is now.

Mailed today, this postpaid order form brings you a full year's subscription to Consumer Reports, including not one but two editions of the famed Buying Guide (the current

1966 issue and, when published, the new edition for 1967.)

It also brings you at no additional cost one of the most useful and controversial books in recent years:

THE MEDICINE SHOW

Published in convenient paperback form at \$1.50, this 254-page volume puts a lie-detector to the entire drug industry. The book inspects labels (and assures you, among other things, that the best kind of aspirin to buy is the one that's cheapest) ... debunks advertising (all eye wash is just that. No remedy soothes peepers as well as nature's own free tears.)

... confirms your suspicions about laxatives (there's no such thing as a perfect, natural or entirely harmless one), youth creams (they don't turn back time), vitamin pills (healthy people who eat balanced diets don't need them.)

The Medicine Show relieves your mind of a thousand worries put there by over-zealous advertisers. It saves you hundreds of dollars at the drug counter. And it costs you not one penny when you use the enclosed card to enter your subscription order.

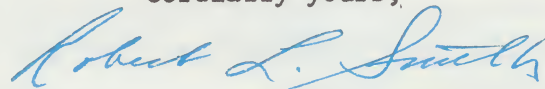
All told, this card brings you a \$10.40 value for just \$6. The next ten issues of Consumer Reports at 50¢ each. The 1966 and 1967 Buying Guide editions at \$1.95 each. And The Medicine Show, regularly \$1.50. You save \$4.40!

No need to send payment now unless you prefer. You'll be billed at a less pressing time. For note:

The first of the month is never more than 30 days away. Start your subscription to Consumer Reports today, and some of the money the magazine can save you may show up as quickly as the first of the coming month ... with lower bills to pay.

May we expect your order by return mail? We've already taken care of the postage on the reply card and on the envelope (for your convenience if you prefer to enclose payment now.)

Cordially yours,



Robert L. Smith
for Consumer Reports

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ADDRESS _____

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From recent letters columns in Consumer Reports

Pity the poor young husband who takes the *Alpine* cigarette advertisement seriously. Among the "quality gifts free with new Alpine Dividend Coupons" is an "Autumn Haze Mink Stole by Renoir" (47,185 coupons). If our young friend switches to Alpine cigarettes when he is 26, and smokes a pack a day thereafter, he can get that stole for his wife when he is 155 years old. Even the Alpine people must have noted his plight, for they provide four extra coupons in each carton. By availing himself of this "opportunity," our friend can get the stole before he is 119!

BROOKLYN, N.Y.

D.H.R.

After several years abroad, we have recently returned to the United States. In six weeks' time we have had an almost perfect record of poor service and faulty products. In one shipment of household goods . . . five items arrived broken, and two items were lost. The shipment arrived a week late. The insurance, provided through the van line, is proving slow and difficult to collect. Our tape recorder, sent to the manufacturer for servicing, was incorrectly packed at the factory—they did not follow their own instructions—and arrived battered and inoperative. A "new improved" replacement motor for our turntable arrived with a defect that necessitated a return to the factory. A new air conditioner was delivered with a faulty thermostat. Our factory-delivered Volkswagen developed trouble and needed a new engine at 16,000 miles. The blame was attributed to faulty servicing by VW agency mechanics. The television repair man had to be called back a second and a third time before the problem for which he had been called was cleared up. What kind of rot has set into this country? How long will it be before we sink quietly into the sea?

NACOGDOCHES, TEXAS

R.F.

If
you, too,
feel
sometimes
you're being
"Had"...

My wife purchased a tin of nuts labeled "Mixed Nuts" which listed as the contents the following: Virginia peanuts, cashews, Brazil nuts, almonds, and pecans. The picture on the tin depicted a rather even mixture of all of these. I was somewhat amazed to find, however, upon opening it, that it seemed to consist almost solely of peanuts. I decided then to make a count in order to determine whether or not the package was deceptive. The results were as follows: peanuts, 435; cashews, 12; Brazil nuts, 3; pecans, 2; almonds, 1/2.

STANFORD, CALIF.

I.H.F.

WELCOME

ided its unique testing
and counsel of wisdom
to industry and govern-
ment free economy and to

y message received by the
Reports' 25th anniversary.

REPORTS

Guide to Better Shopping

your purchase. Beholden to no one, **Consumer Reports** has no fear of telling the full truth, and reports by brand name.

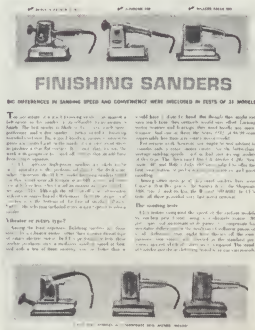
Does the product perform as advertised? Is it safe? How is the design? Is the price realistic? Is its competitor a better buy? Each month, **Consumer Reports** answers such questions in a series of illustrated articles that eventually cover almost every kind of purchase you make—food, drugs and cosmetics, clothing, household supplies, home furnishings, television and audio equipment, cars.

Consumer Reports has its own shoppers buy products where you buy them—in regular retail outlets—then ship them to our extensive laboratories where specifically trained engineers and chemists subject them to a variety of carefully controlled tests.

Each brand or model is then rated as a **Best Buy**, **Acceptable**,

or **Not Acceptable** on the basis of performance, design, quality of construction, durability, safety, convenience, and other quality factors. Models found to be of superior quality are check-rated so you can identify them quickly.

The facts about each brand or model, and its rating in comparison with the others are then reported to you in interesting, non-technical language, along with comments on pricing and marketing practices in the industry...hints on things to look for (or look out for) in buying or using the item...and any other information that



SPECIAL AUTOMOBILE ISSUE

As one of your regular monthly issues, you'll receive the Annual Automobile Issue (published in the spring), a report-in-depth with pictures, descriptions, specifications, prices and ratings of the year's new cars. This past special issue covered over 50 different makes and models—compacts, intermediates, full-sized and luxury cars—and included articles on warranties, a check-list of car hazards, body and mechanical specifications.

may help you choose the model best for your particular needs...

Consumer Reports, established in 1936, today serves more than 800,000 families. Based on a sampling of returns from 160,000 subscribers who estimated their savings from using the magazine before and during shopping, 13% put the figure at up to \$10 a year—more than enough to cover the entire cost of their subscription; 34.5% figured they were saving between \$10 and \$50. All the rest estimated savings of \$50 to \$100 or more!

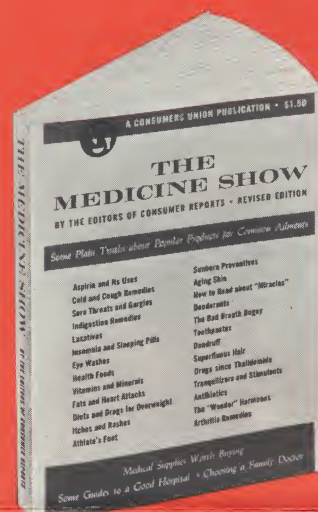
What you save by subscribing to **Consumer Reports** can show up in next month's bills if you enter your subscription today!

Radio-Phonograph Consoles

IF YOU DON'T ASK FOR THE RIGHT ONE, YOU'LL GET THE WRONG ONE. MAKE SURE YOU ASK FOR THE RIGHT ONE.



"For any man or woman who, transfixed before the commercial on his television screen, still can summon from within the will to question..."



243 pages. Indexed for quick reference. Convenient paperback format and binding. Regularly \$1.50 where available in bookstores.

GET THIS VALUABLE BOOK **FREE** BY SUBSCRIBING NOW!

"A good many of the ailments which... affect us all are more annoying than dangerous, more a bother than a threat. They are part of the occupational hazard of living, and it is likely that, left to our own devices, we would be quite capable of getting along with them during their comings and goings.

"But we are not left to our own devices. Indeed, we are all but overwhelmed with the devices of others, the popular products which have occupied the drugstores, which stare at us from advertisements in the newspapers and magazines, and which give us our instructions from the television screens they now command. Our peace is endangered if not our health, and at last the economic threat has become real..."

So begins one of the most discussed books published in recent years—written in laymen's language by the Editors of **Consumer Reports**—in cooperation with leading physicians and scientists. Among other revelations:

- ▣ The only significant difference among brands of aspirin, plain or buffered, is price
- ▣ Missing a few hours of sleep or even an entire night's sleep, **will not have any harmful effect, temporary or permanent**, on a healthy adolescent or adult.
- ▣ Over the long haul, the antihistamines have proved of no real value against the common cold
- ▣ Most skin ailments are better off without the medical agents found in the hundreds of over-the-counter remedies on your druggist's shelf
- ▣ No synthetic solution can match natural tears for washing away small bits of dust, dirt, and irritating material
- ▣ No authoritative evidence exists that any cosmetic product will add to an individual's natural beauty or restore youthfulness to aging skin

"A sobering handbook... some dispassionate eye-openers on food fads, antibiotics, the common cold, skin treatment and the 600 readily available cough remedies," writes *Life* magazine about this remarkable book. "Calm, common-sense tone... interesting and useful." writes the *Washington Post*.

**Claim your free copy
of this iconoclastic,
authoritative best-seller
by mailing
the enclosed card today!**

From a subscriber, Brooklyn, N.Y.:

I have been a subscriber to Consumer Reports for about six years and I just wanted to let you know how valuable your publication is. During these six years, I have bucked the ratings twice; and twice I have been sadly disappointed by my hard-headedness.

From a seat belt manufacturer:

We would like to inform you of the very definite improvement we have made in the manufacturing of our seat belts, due to your recent article. We have confirmed your findings...

SEAT BELTS

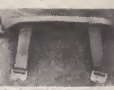
Jetting crash-tested forces called out the weaknesses—revealing some new-size belts

The seat belt is one of the most important safety devices in a car. It is the only device that can save your life in a crash. But for years, seat belts have been a mystery to many drivers. They didn't know how to use them properly, and they didn't know what to look for when buying one. Now, thanks to the work of the National Highway Traffic Safety Administration (NHTSA), we can help you understand more about seat belts.

First, let's talk about the different types of seat belts. There are two main types: lap belts and lap-shoulder belts. Lap belts are the simplest and are usually found in older cars. Lap-shoulder belts are more complex and are found in most modern cars. They provide extra protection for your upper body.

When you buy a seat belt, there are several things you should look for. First, make sure it is made of strong, durable material. Second, check the buckles. They should be easy to use and should lock properly. Third, look for any signs of wear or damage. If you see anything suspicious, don't use the belt.

Finally, remember that a seat belt is only as good as the way you use it. Always wear it properly, and don't drink and drive. These are the best ways to stay safe on the road.



From a subscriber, Worcester, Mass.:

Your article about which gasoline to buy has already saved me approximately what is enclosed for my subscription. I have a '57 Olds and always had put in premium—never thought of the octane it needed.

From a dentist, Rockville, Md.:

My compliments on an exceptionally fine review of smoking and lung cancer. You reported the facts honestly and clearly.

From a subscriber, Lodi, Wis.:

Let me tell you how much I appreciate your magazine and Buying Guide Issue. I think it is finally occurring to the public that virtually every interest group except the consumer is represented in Congress. For myself, and the rest of my fellow consumers, I wish you continued success. It is nice to know that somebody speaks up for us!

From a subscriber, Seattle, Wash.:

I have been substantially rewarded, not only through money and assorted risks saved, but by a wealth of interesting information as well.

STEAM/SPRAY IRONS

DO CONSIDER THE SPRAY FEATURE USUALLY WELL WORTH THE EXTRA DOLLARS IT COSTS

Steam and spray irons are the most popular types of clothes irons. They are easy to use and can remove wrinkles from a wide variety of fabrics. But when you buy a steam or spray iron, there are several things you should look for to make sure you get the best one for your needs.

First, consider the type of soleplate. A good soleplate is made of a smooth, durable material that can glide over fabric without snagging or pulling. It should also be able to withstand high temperatures without warping or cracking.

Second, look for a good steam system. The steam should be produced quickly and evenly, and it should be able to penetrate deep into the fabric to remove wrinkles. A good steam system will also help to sanitize the ironing board.

Third, consider the spray feature. A spray feature allows you to add moisture to the fabric, which can help to remove stubborn wrinkles. It can also be used to refresh the fabric between ironings.

Finally, look for other features that might be useful to you. Some irons have a steam burst button, which allows you to release a burst of steam for extra wrinkle removal. Others have a spray bottle, which allows you to add your own spray solution.



CONSUMER REPORTS

RADIO-PHONO CONSOLES
How well do they deliver on high quality stereo claims?

CARS FOR CASH?
Dealers don't want it and will go to great lengths to avoid taking it

CENTRAL AIR CONDITIONING
Cost, equipment, and how to buy

TENNIS BALLS
Brand Ratings with two Best Buys

EXCISE TAX CUTS ARE COMING
Should you postpone big purchases?



MAY 1965 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

CONSUMER REPORTS

ELECTRIC LAWN MOWERS
Tests of 28 models plus a roundup of the pros and cons of owning one

STATION WAGONS
Full road tests of six wagons plus CP's pick of the year's best

ROOM AIR CONDITIONERS
Ratings of 16 units for small rooms

COLOR TV
Two sets, good at receiving both color and black and white

35mm CAMERAS
18 models of the classic-finger type

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WINDOW FANS Ratings of 28-inch models	SEMIGLOSS WALL PAINTS Three are check rated	TELEPHONE SOLICITORS Can you stop their calls?	HAIR COLORINGS The semipermanent type
AUTOS: FOUR V-8s Including the Mustang	SEWING THREAD Seven types, 47 Ratings	INSECT REPELLENTS What types work best?	SHOPPERS' COMPLAINT "We can't compare prices"
INSECT REPELLENTS What types work best?	A BOON FOR COOKS Roll in bag vegetables		

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FLOOR COVERINGS Initial sheet vinyl	LAWN SWEEPERS Ratings of 14 models
AM/FM PORTABLES Is FM worth the price?	FOREIGN CARS Datsun, Saab, Simca 1960
BABIES' DIAPERS 48 Ratings, 2 Best Buys	LIGHT BULBS Tests plus buying advice
RECORD CHANGERS The best CU has tested	POCKET COMPASSES Features to look for

Water-Repellent Topcoats—A Brand Rating Report

CONSUMER REPORTS

APRIL 1966 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

Your 1966 Auto Buying Guide

Ratings of more than 45 models
Specifications, prices, what's really new
6-year frequency-of-repair records
Safer cars—the birth of a conscience?

Road Tests of Olds Toronado

Fertilizers:
Which One for Your Lawn?

SEPTEMBER 1966 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

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ELECTRIC RANGES
Brand Ratings of 12 models, chosen to test the latest special features

AUTOMOBILE TIRES
Can you buy them with any real assurance about quality or safety?

STAPLE GUNS
Ratings, with a Best Buy

FROZEN PIES
A story of quality deterioration

MERCHANTS OF DEBT
The hard sell of consumer credit poses a threat to the nation

CONSUMER REPORTS

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What's Needed to Prevent More Power Blackouts

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Small-Screen TV Sets
Ratings of 11 black-and-white models

Dodge Dart · Rambler American · Falcon · Chevy II · Corvair
Road-test report on five compact cars

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How efficient, safe, noisy, costly?

Washing Machine Repairs
Service records by brand and year

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Are much-needed changes coming?

Meat Thermometers · How to Buy Bed Pillows

The Eggs You Buy—ARE THEY MAKING THE GRADE?

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SEWING MACHINES
17 designs and straight stitch models

ELECTRIC DRILLS
Ratings of 23 models

ROAD TESTS OF INTERMEDIATE 6s
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The Coming Struggle For Auto Safety

Color TV—TEST RATINGS OF 15 SETS

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Ratings of 40 models, including 2 Best Buys
Guidelines to finding the right aid for you

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Reports on 4 low-priced full-sized V8 sedans

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New tests show whether your car needs them

REFRIGERATOR REPAIRS
Service records by brand and type

20 BATHROOM SCALES
How well they weigh

Christmas Buying Issue

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NOVEMBER 1965 / NO ADVERTISING / 50 CENTS

Permanent-Press Shirts

Dishwashers

Miniature Radios

Chemistry Sets

Kitchen Blenders

Slide Projectors

Attache Cases

Boat Speedometers

One-Cup Coffee Makers

New Low-Cost Polaroid

Family Planning Clock

Plus 3 special gift features
CU's annual "best buy" selection
A new assortment from museums
What to buy for car owners